

**Amendments to the Specification:**

Please replace the paragraph spanning pages 54–55, beginning on line 25, with the following amended paragraph:

--By using the service structure information to determine the identity of the contents to be broadcast, it is possible to identify contents via only an identifier to identify a node in the service structure information to be generated on the receiving side without considering the information used by contents providers or broadcast operators to identify contents in data transmission. On the receiving side, it is possible to recognize the contents transmitted between ~~difference~~ different broadcast stations as the same contents or recognize the pre-installed contents to be the same as the contents about to be broadcast. This makes efficient the storage processing and storage capacity.--